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ABSTRACT OF THE DISCLOSURE

An aqueous self-foaming liquid cleansing composition
5 comprising a base lotion composition having a surfactant system containing an
anionic surfactant, and a post-foaming agent, wherein the composition has a
shear-thinning lamellar structure is described. In another embodiment, a low
cost dispensing system is described for use with the inventive composition. In
a further embodiment, the inventive composition is substantially free of soap.

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